



20/02/2014
PRESS RELEASE

Santiago Villa is the new CEO of Generali Spain

Madrid – The Board of Directors of Generali Spain has appointed Santiago Villa as the new CEO. Santiago takes over from Jaime Anchústegui, who became Regional Head of LatAm. The Board has coopted as Vicepresident Giovanni Liverani, the Group's EMEA *Regional Head*.

The Generali **Group CEO, Mario Greco**, said: *“Through the appointment of Santiago, we aim to strengthen our activities in Spain, a strategic market for the Group. Santiago will head the local implementation of the Generali strategy to boost profitable growth based on the development of distribution channels, the focus on clients, the excellence in customer service and the innovation as the key driver of new products’ and services’ design and roll-out. Over the recent years, under the management of Jaime Anchústegui, Generali gained a solid market position in Spain and is, today, at the forefront for innovation and customer satisfaction.”*

Media Relations
T +39.040.671085
press@generali.com

Investor Relations
T +39.040.671202
+39.040.671347
ir@generali.com

www.generali.com

Santiago Villa, 46, graduated in Industrial Engineering from the University of Sevilla and specialized in Business Economics at the Università Bocconi in Milan. He joined Generali in 1996 and since then has developed his career within the Group, holding positions of increasing responsibility until he was nominated *Director General Comercial* of Generali Seguros.

Spain is the fifth largest market for the Group with more than 3 million clients and a widespread presence across the country through 1,700 offices and 10,000 intermediaries.

THE GENERALI GROUP

The Generali Group is one of Europe's largest insurance providers and the biggest European life insurer, with 2012 total premium income of €70 billion.

With 80,000 employees worldwide and 65 million clients in more than 60 countries, the Group occupies a leadership position on Western European markets and an increasingly important place in Central and Eastern Europe and Asia.